- (T)- 1- A responsibility of the Chief Information Officer is to participate in the development of corporate strategies
- ( F )- 2- Strategic planning is primarily concerned with short-term goals.
- ( F)- 3- The IT-productivity paradox is defined as the disjoint between application programmers' salaries and the lines of code produced by them
- ( T )- 4- Information technology is often seen as a cost center that must have a return on investment (ROI).
- ( F )- 5- The fundamental roles and responsibilities of the IT function are the same regardless of whether you are involved in e-IT or legacy systems.

PART I: MULTIPLE CHOICES

1\*5 =5 points

6- A method to evaluate the current state of alignment between the business functions and IT best describes:

- A. Porter competitive forces model.
- B. Strategic alignment maturity assessment model.
- C. SWOT analysis.
- D. Net worth evaluation.

7- Key areas of activity that should receive constant and careful attention from management best describe:

- (A) Critical Success Factors.
- B. Mission Statements.
- C. Business Processes.
- D. Business Standards.
- 8- Each of the following represents a concern of individual-level computing except:
  - A. Task-based concerns.
  - B. Potential loss of standards.
  - C. Potential loss of control over data.
  - D. Inter-relationship concerns.

9- Departmental information systems that provide a narrow view of the information used by a workgroup can sometimes result in:
A. Infomediation. B. Information overload.
D. Information exchange.
10- Which of the following best describes an example of IT driving a successful business strategy?
A. Amazon.com's use of an intranet system to provide computer based training for employees.
B. Dell computer corporation implementing an internal e-mail system.  C. Levi strauss' decision to sell online exclusively through two of its channel partners.  D. USAA's use of document imaging to provide one-stop-shopping for its clients.
PART II:
FILL IN THE BLANKS:  5*1 =5 points
11) G. La. \i. Zat.i.o.n. refers to the impact of organizations expanding their presence beyond the borders of their "home" country.
12)
and timely manner, in harmony with business goals, strategies, and needs.
and timely manner, in harmony with business goals, strategies, and needs.  14)- Information Technology can hurt an organization by being an
15)

Part III: Essay Questions in dividu 15\*2 = 30 points

**Question** (16-A) List and briefly discuss the four roles or levels of information technology within an organization and discuss the different issues the IT function faces in dealing with them

15\*1 =15 points

Answer (Q16-A):

technic!

Question (17-A) Describe the time horizons of an organization's operational, tactical, and strategic activities

15\*1 =15 points

Answer (Q17-A)

15

## PART IV: TRUE /FALSE -

1\*5 =5 points

1- A purpose of strategic phiogram	
accomplished over an identified time period.	ision will be
(9)-12- An alignment enabler is an organizational 6	
(F)-2- An alignment enabler is an organizational factor that should be minibecause it can hinder achieving IT-business alignment.	mized
state refers to the current state of the firm in	terms of the
( F)- 3- The "To-Be" state refers to the current state of the firm in components of the Strategic Alignment Model.	terms or the
(T)- A- An objective of the A co	
( T)- 4- An objective of the Ansoff's Product/Market Matrix is to help id strategies for an organization.	entify growth
(C) & Week	
(F)-5- Weak economic growth is an example of one of the top six	inhibitors to
achieving	
IT-business alignment.	

## PART IV: MULTIPLE CHOICES

1\*5 =5 points

6- Each of the following represents a key element in the formulation of strategy except:

- A. Strategy.
- B. Inhibitors.
- C. Mission.
- D. Vision.

7- Which of the following is **not** a component of IT Strategy within the Strategic Alignment Model?

- A. Technology scope
- B. IT governance
- C. Systemic competencies
- (D) Skills

8- Each of the following is a component of the SWOT model except:

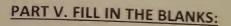
- A. Strengths.
- B. Weaknesses.
- C. Organizations.
- D. Threats.

9. The component and Customer Balaria would use IT strategies such as integrated Supply Chain Management and Customer Relationship Management or collaborative planning and forecasting using Web technologies best describes:

- A. System lock-in.
- B. Customer solutions.
- C. Best products.
- D. Product economics

10- Which of the following is least likely to be used as a technique for evaluating alternative IT

- A. Scenario planning
- B) Balanced scorecard
- C. Cost and benefit analysis
- D. Gap analysis



5\*1 =5 points

- the compelling vision of the "To Be" state of affairs.
- 12) A ..... S. P. C. S. C. ..... describes a person—typically a business executive who uses his/her organizational influence to obtain the resources needed to implement the vision.
- 13) A primary objective of the ... It in for mulation is to recommend strategies that ensure the best alignment between the external environment and internal situation.
- 14) In its formulation of an IT strategy, IT management needs to be concerned with both the .....e.X. +.e.....and internal domains of strategic alignment.
- 15) The phenomenon whereby the pervasiveness of IT in manufacturing and services has made the market value of physical products and processes less important than the knowledge and information embedded in them is referred to as....dematerialization

Answer Q 16 -B

Question 16-B - List and briefly describe seven attributes of a sponsor or champion.

15\*1 =15 points



Question 17-B - Explain Porter's Industry Profitability Five Forces model, SWOT analysis and Ansoff's Product/Market Analysis as methods to facilitate management's evaluation of strategy alternatives.

Answer Q17-B

15\*1 =15 points

